



# Facebook Ads Case Study

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INCREASED **ROAS by 15X** OF A Designer  
Clothing Brand

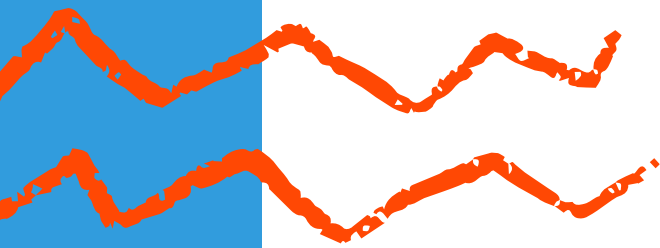


# About Client



**Client** was a designer brand based in Pakistan and is famous for her unique and elegant designs

She sells made to order outfits and normal delivery timeline is 4-6 weeks and is in the lucrative, but oversaturated fashion industry.



# Challenges

- Niche Market
- Lack of Brand Awareness
- Fewer Sales
- Poor Performing Campaigns
- Low ROAS

# Our Strategy

## PHASE 1

Research & Competitors Analysis

## PHASE 2

Persona Building & Audience Segmentation

## PHASE 3

Launching Test Campaigns to Collect Data

## PHASE 4

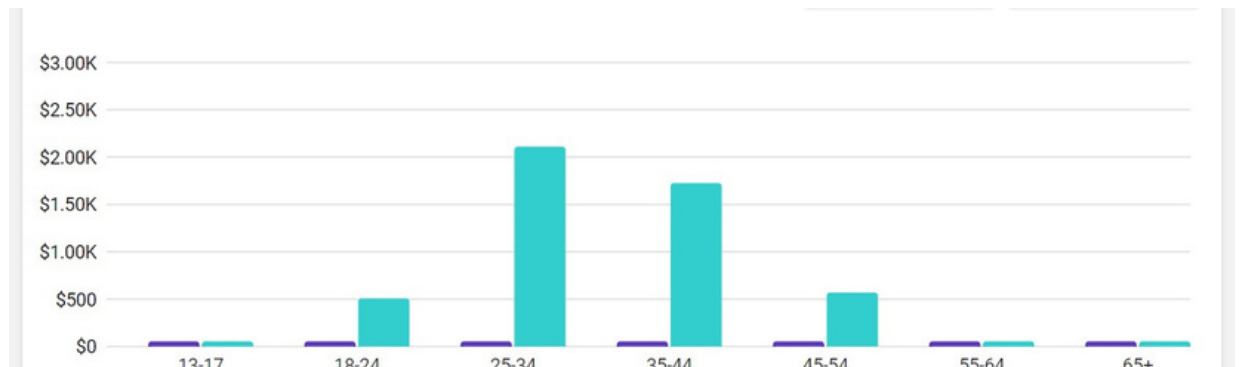
Launching Optimized Campaigns

## PHASE 5

CRO to Improve ROAS

# How We Did It

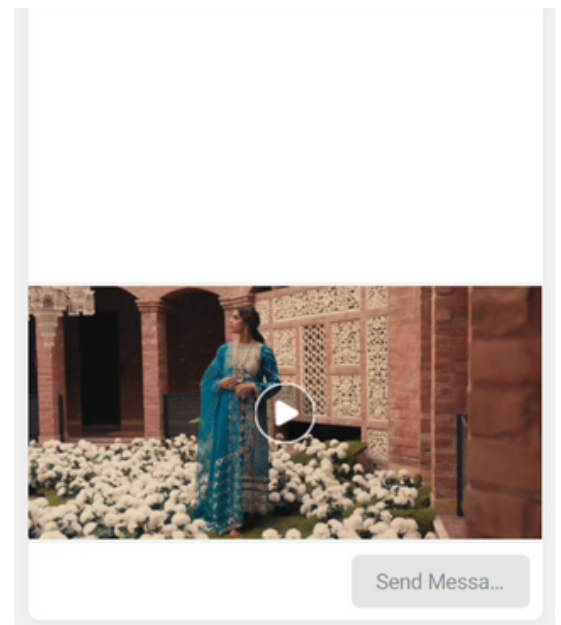
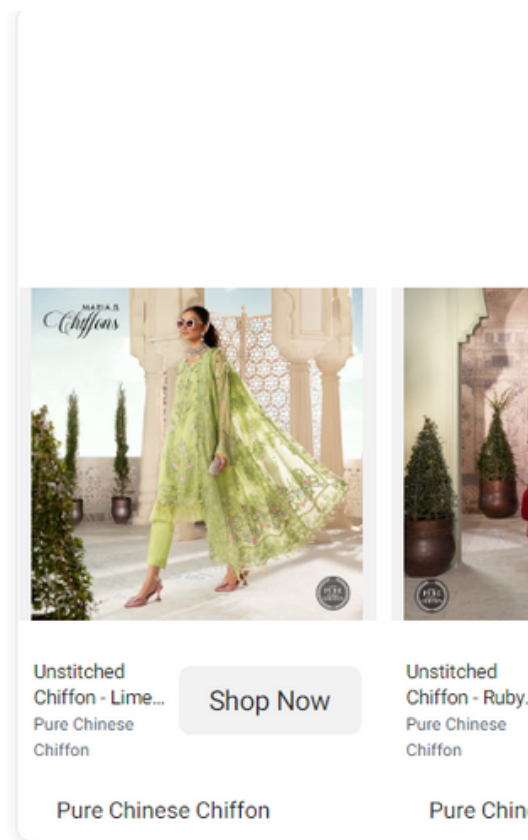
Through a series of ads tested demographics, interests, behaviors, and ad formats. Here's what we learned.



- Customers in the 25-44 Age were 68% more likely to click and engage with the ad.
- Ads delivered on Mobile had 90% higher CTR especially on Android iOS than ads delivered on desktop.
- Carousel ad delivered had a 1.6% higher CTR than ads delivered in Video.

# Top Performed Ads

The below Carousel ad outperformed all other ads as it delivered a conversion rate of 18.1%.



Among Video ads, this ad delivered a conversion rate of 13.8%

## Results

\$4,932

Ad Spend

\$75288

Revenue

450

Orders

\$10.96

CPO

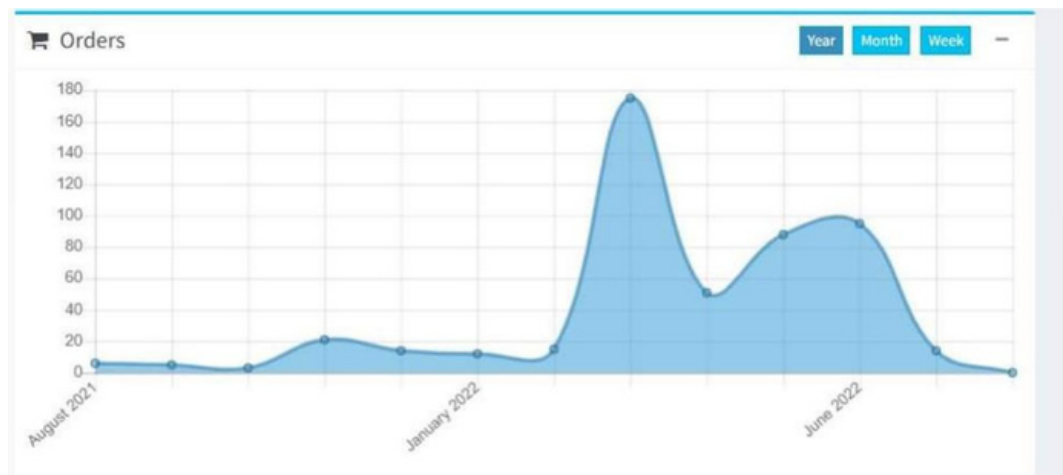
12.6%

Conv. Rate

15X

ROAS

## Results



## CASE STUDY

# Results

Start date

1/1/2022

End date

Product

Order statuses

All x

Payment statuses

All x

Shipping statuses

All x

Billing phone number

Billing email address

Billing last name

Billing country

All

Payment method

All

Order notes

Go directly to order #

Go

Please Enter Rate in order to download USD Invoice

Q Search

Order #	Order status	Payment status	Shipping status	Customer	Created on	Due Date	Order total
							R\$ 36300
							R\$ 44300
							R\$ 30900
							R\$ 37300
							R\$ 48300
							R\$ 39900
							R\$ 32900
							R\$ 79575
							R\$ 36300
							R\$ 34000
							Summary
							Profit R\$ 18422085
							Shipping R\$ 1342780
							Tax R\$ 0
							Total R\$ 19773365

# Camapigns

Search and filter										1 Jan 2022-30 Jun 2022
Campaigns										Ad sets
Create Duplicate Edit ...										Columns Breakdown Reports
Off/On		Results	Reach	Impressions	Frequency	Cost per result	Amount spent	Link clicks	Landing page views	Cost per landing view
		17,548 Reach	17,548	17,548	1.00	\$1.19 Per 1,000 people r...	\$20.83	7	1	
		20 Messaging conver...	5,212	10,737	2.06	\$5.36 Per messaging co...	\$107.20	149	3	
		26 Website purcha...	53,872	152,562	2.83	\$20.29 Per Purchase	\$527.57	5,349	4,786	
		33,054 Post engagements	89,905	240,175	2.67	\$0.005 Per Post Engagem...	\$151.46	531	190	
		459 Link Clicks	5,284	7,658	1.45	\$0.08 Per link click	\$38.30	459	44	
		62,254 Reach	62,254	67,999	1.09	\$2.23 Per 1,000 people r...	\$139.09	157	82	
R...	Ex...	Multiple conversions	494,144 People	1,494,657 Total	3.02 Per Person	Multiple conversions	\$4,932.94 Total Spent	30,441 Total	22,924 Total	